

# ENVIRONMENT 911 2021 MEDIA KIT

**Join the Movement:** We are an inspirational and educational online resource for modern sustainable living.

Reach thousands of eco-conscious customers with **Environment911.org**.

## Environment911.org:

5x weekly inspirational, educational and actionable eco-living articles.

## Topics Include:

- Sustainable home living
- Intersectional environmentalism
- Profiles of changemakers
- News and events
- And more!

## We have a highly engaged, passionate audience:

- **20,000+** monthly page views
- **5,100+** Facebook fans
- **2,400+** eNewsletter subscribers

## Demographics:

**70%** USA    **20%** Canada

**58%** female    **42%** Male

Plus, we are partner brands with

**explore** and **Traveller**<sup>CANADIAN</sup>, reaching hundreds of thousands of additional households.



## OUR CORE PURPOSE

To inspire people to live their most sustainable lives.

## OUR CORE VALUES

1. We are confident but humble.
2. We embrace change and seek out new knowledge.
3. We are positive team members.
4. We are accountable.
5. We are passionately authentic.

## Contact

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Reach an audience of passionate, eco-conscious consumers through **Environment911.org**:



## Online Articles:

Written by our editorial team with client direction, these articles will highlight an experience or product that is relevant to your brand. Clients will be sent the article for final approval prior to publication. Lead time is approximately four weeks.

## Highlight Article:

600 words; includes two images and one link.

## Feature Article:

8,00 to 1,200 words; includes three to four images and multiple links.

## Pillar Article:

1,500 to 2,000 words; includes five to six images and multiple links.

## Digital Banners:

Banner sizes: 300 x 250 / 970 x 250 / 728 x 90 (plus url)

RON impressions: \$15 CPM

ROS impressions: \$20 CPM

## Homepage Takeover: \$1,000 (CPD)

## Social Push:

Our social media team will share your article via our primary social media networks, potentially reaching tens of thousands of viewers.

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